

Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-11 L-03

NSAE-00 NSC-07 PA-04 RSC-01 PRS-01 SP-03 SS-20

USIA-15 OMB-01 NIC-01 DRC-01 COME-00 EB-12 TRSE-00

AID-05 CIEP-03 AGR-20 SCI-06 SWF-02 /152 W

----- 013794

R 050947Z OC5 74

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 1576

INFO AMEMBASSY MOSCOW

AMCONSUL MUNICH

AMCONSUL KRAKOW

AMCONSUL POZNAN

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E.O. 11652: N/A

TAGS: PFOR, PL, US

SUBJECT: GIEREK VISIT: MEDIA BUILD-UP CONTINUES

REF: A. WARSAW 5681, B. WARSAW 6008

1. SUMMARY: THE PRE-VISIT MEDIA BUILD-UP IS GATHERING MOMENTUM, WITH VISIT-RELATED STORIES APPEARING ALMOST DAILY IN VIRTUALLY ALL CENTRAL PUBLICATIONS AND MANY PROVINCIAL NEWSPAPERS WHERE US-COVERAGE HAS TRADITIONALLY BEEN SPARSE. MAIN THEMES OF COVERAGE DURING THE PAST WEEK ECHO THOSE REPORTED IN REF A. HOWEVER, A SUPERB TELEVISION DOCUMENTARY, "AMERICAN CLOSE-UP," MADE THE ADDITIONAL POINT OF HIGHLIGHTING VARIOUS US-SPONSORED OR ASSISTED ACTIVITIES IN POLAND. END SUMMARY.

2. THE DOCUMENTARY (REF B) WAS UNDOUBTEDLY THE HIGHLIGHT OF THE COVERAGE SO FAR AND REPRESENTS PERHAPS THE FIRST SUCH BROAD-SCALE ATTENTION EVER GIVEN TO US-RALATED
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ACTIVITIES HERE IN POLAND. WE HAVE BEEN TOLD THAT A SIMILAR DOCUMENTARY TREATING THE POLITICAL ASPECT OF US-POLISH RELATIONS IS PLANNED FOR SCREENING LATER THIS WEEK.

3. AMONG PRESS HIGHLIGHTS THE PAST WEEK ARE SEVERAL ARTICLES ON US-POLISH TRADE RELATIONS. TYPICAL OF THESE IS ONE BY ANDRZEJ FABIJANSKI IN POLITYKA'S ECONOMIC SUPPLEMENT WHICH DESCRIBES THE UPS AND DOWNS OF US-POLISH TRADE FROM CONCLUSION OF THE 1931 COMMERCIAL TREATY THROUGH THE BATTLE ACT ERA, PL480, AND EXTENSION OF MFN STATUS AND EXIM BANK PRIVILEGES TO THE PRESENT "THRESHOLD OF AN ERA OF TRADE." "DISCRIMINATORY" ASPECTS OF EXPORT CONTROL LEGISLATION AND "VACILLATION OF POLITICAL CIRCUMSTANCES" ARE DULY NOTED. THE ARTICLE ALSO POINTS OUT THAT THE "MORE REALISTIC TENDENCIES" IN WASHINGTON TODAY STEM NOT ONLY FROM DETENTE AND IMPROVED US-SOVIET RELATIONS BUT ALSO FROM US ECONOMIC EXIGENCIES. NEVERTHELESS, IT CONCLUDES THAT TRADE EXPANSION IS OF MUTUAL BENEFIT AND POINTS FAVORABLY TO THE "CHANGING STRUCTURE" OF POLISH EXPORTS TO AMERICA, IN WHICH AGRICULTURAL PRODUCTS ARE YIELDING SOME GROUND TO INDUSTRIAL AND MANUFACTURED GOODS. HENRY BORACINSKI, WRITING ON THE SAME SUBJECT IN PERSPEKTYWY, ALSO EMPHASIZES POLISH EXPORTS AND CITES THE WORK OF THE JOINT TRADE COMMISSION IN REDUCING ADMINISTRATIVE AND FINANCIAL BARRIERS TO TRADE. A THREE-PART SERIES BY WIESLAW SZYNDLER-GLOWACKI IN ZYCIE GOSPODARCZE IS AN OBJECTIVE ACCOUNT OF DEVELOPMENTS IN US-POLISH TRADE AND INDUSTRIAL COOPERATION SINCE 1972. THE FACT THAT THE U.S. IS SUPPLYING EQUIPMENT FOR THAWING FACILITIES AT POLAND'S NEW NORTHERN PORT GOT FRONT-PAGE RECOGNITION RECENTLY IN ZYCIE WARSZAWY. AN ARTICLE IN SLOWO Powszechnie DESCRIBES IN DETAIL THE UPWARD TREND IN BILATERAL ECONOMIC COOPERATION, CITING BY NAME THE NUMEROUS U.S. FIRMS ALREADY INVOLVED IN VARIOUS COOPERATIVE PROJECTS HERE. NOTING THAT ECONOMIC COOPERATION IS OFTEN CLOSELY TIED TO SCIENTIFIC-TECHNICAL COOPERATION, THE ARTICLE CALLS FOR INCREASED EMPHASIS ON THE LATTER, OBSERVING THAT, ALTHOUGH THE U. S. LEADS IN MANY FIELDS, THERE ARE STILL SOME AREAS IN WHICH IT CAN LEARN FROM POLAND.

4. THERE HAS ALSO BEEN CONTINUING INTEREST IN U.S. LEADERS. A FAVORABLE PROFILE OF MR RUMSFELD IN DZIENNIK LUDOWY MANAGED TO MENTION HIS FORMER ASSIGNMENT TO NATO WITHOUT LIMITED OFFICIAL USE

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THE IDEOLOGICAL OVERTONES THAT OFTEN ACCOMPANY POLISH PRESS DISCUSSION OF THAT ORGANIZATION. TRYBUNA LUDU ALSO FRONT-PAGED A LENGTHY INTERVIEW WITH SENATOR HUMPHREY IN WHICH THE SENATOR EXPRESSED HIS PERSONAL INTEREST IN COOPERATION IN HEALTH, AGRICULTURE AND OTHER FIELDS, WHILE GENERALLY STRESSING THE IMPORTANCE OF GIEREK'S VISIT IN BOTH THE INTERNATIONAL AND BILATERAL CONTEXT.

5. IN THE HUMAN INTEREST CATEGORY, ZYCIE GOSPODARCZE HAS BEEN RUNNING A SERIES, "THROUGH AMERICA BY BUS", BY JERZY DZIECIOLOWSKI, FEATURING TRAVELOGUES WITH PERSONAL VIGNETTES. THIS SERIES PORTRAYS AN AMERICA PROBABLY LITTLE KNOWN TO THE AVERAGE POLE. THE SAME PURPOSE IS SERVED BY OCCASIONAL FILLER ITEMS SUCH AS ONE IN DZIENNIK LUDOWY WHICH NOTED THAT THE U.S. LEADS THE WORLD IN SETTING ASIDE LAND FOR NATIONAL PARKS. SIMILARLY, DZIENNIK LUDOWY ILLUSTRATED A RECENT ARTICLE ON U.S. EDUCATION WITH PHOTO FROM AMERYKA (WITH FULL CREDITS) SHOWING AN AMERICAN STUDENT ON "DEANS LEAVE" TO HELP THE FAMILY ON THE FARM. THERE HAS ALSO BEEN AN INCREASED USE OF GRAPHICS, PHOTOS OF THE NEW YORK SKYLINE AND WATERFRONT, WASHINGTON PANORAMAS AND SCENES OF OTHER PLACES ON THE FIRST SECRETARYS ITINERARY. FINALLY, LONGIN PASTURIAKS SERIES CONTINUES WITH A LENGTHY STUDY OF GENERAL PULASKI IN THE CURRENT LITERATURA.

6. COMMENT: POLISH MEDIA OFFICIALS HAVE TOLD US THE TELEVISION DOCUMENTARY, "AMERICAN CLOSE-UPS", WAS REGARDED BY THEIR SUPERIORS AS SO FAVORABLE THAT IT WAS VERY NEARLY TONED DOWN DRASTICALLY. HOWEVER, WE HAVE ALSO LEARNED THAT THE POLITICAL DOCUMENTARY PLANNED FOR WEEKS END WILL CONTAIN CRITICAL COMMENTARY SUFFICIENT TO MAINTAIN THE IDEOLOGICALLY-REQUIRED BALANCE.

7. THE EMBASSY HAS BEEN FEEDING CONSIDERABLE GRAPHICS, FILM CLIPS, AND BACKGROUND MATERIAL TO THE MEDIA. THEY ARE MAKING AMPLE USE OF IT, AND WE CONTINUE TO GET REQUESTS FOR MORE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: POLITICAL LEADERS, VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 05 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: CollinP0
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974WARSAW06072
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: D740282-1061
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741087/aaaahdpz.tel
Line Count: 150
Locator: TEXT ON MICROFILM, TEXT ON-LINE
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 74 WARSAW 5681, 74 WARSAW 6008
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 13 MAY 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 MAY 2002 by boyleja>; APPROVED <11 MAR 2003 by CollinP0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> jms 971103
Subject: GIEREK VISIT: MEDIA BUILD-UP CONTINUES
TAGS: OVIP, PL, US, (GIEREK)
To: STATE INFO KRAKOW
MOSCOW
MUNICH
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005